Planning My Advertisement

**Brief**: Beauty product / Drink / Confectionery **Name of product**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Target Audience:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Brief description of product:

How will your advert appeal to your target audience? What will your unique selling points be?

|  |  |
| --- | --- |
| Brand name |  |
| **Slogan** |  |
| **Copy (any other text on advert?)** |  |
| **Logo** |  |
| **Key image** |  |
| **Setting** |  |
| **Clothing** |  |
| **Posture, facial expression** |  |

Now create a flat plan of your proposed adverts – this is a hand drawn version of your actual advert ideas.